

against some kind of an "ideal." A profile is the composite picture of the extent to which a brand delivers the relevant benefits.

- The profile of a brand exists not in the product but in the consumer's mind.

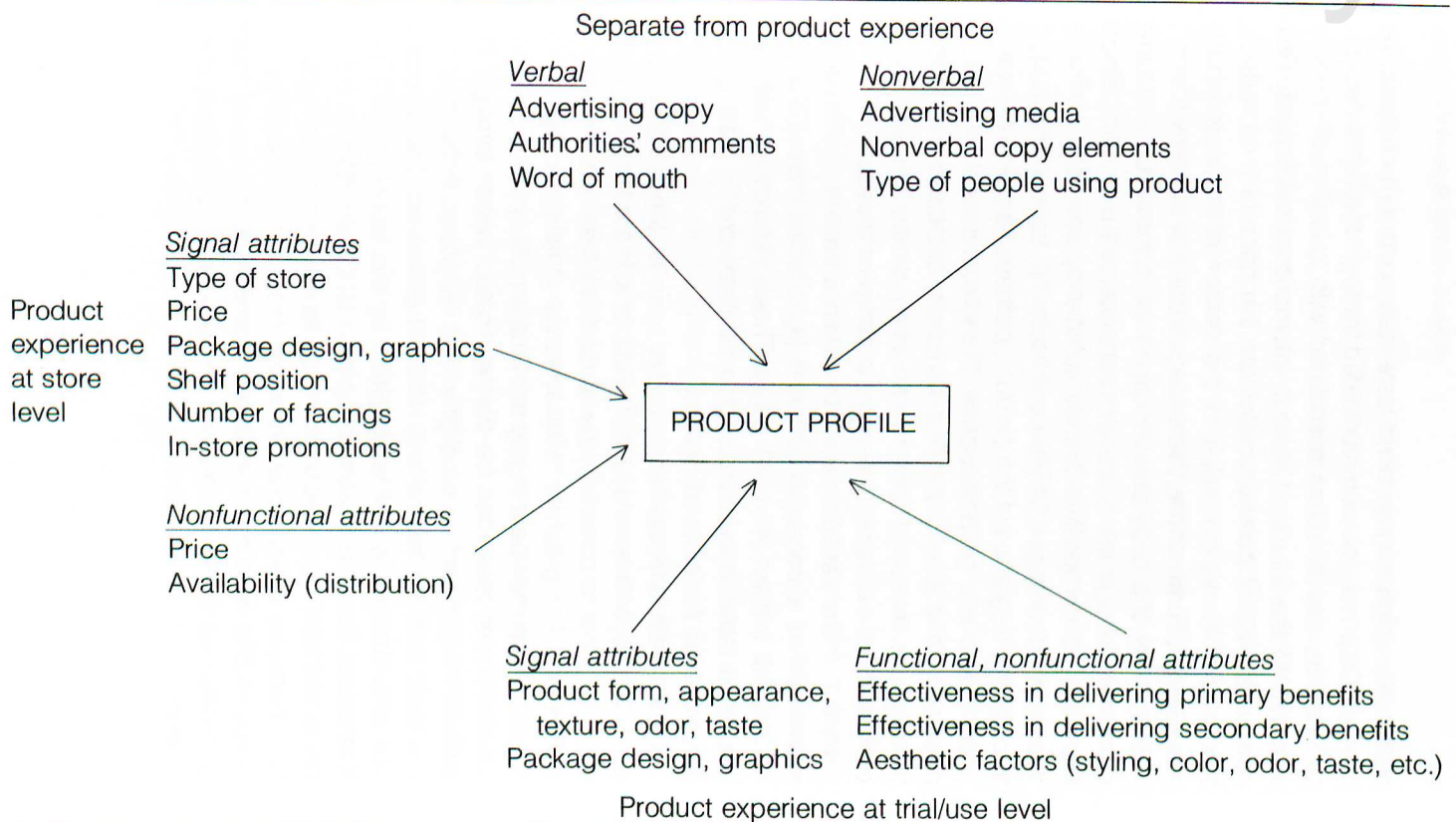
From these generally accepted premises let us move on to some less basic notions:

- The product profile is the result of communications that the consumer has received through many different channels (Table 1-3). In a purchasing decision, only the profile, as it exists in the consumer's mind, matters; the channels through which the various benefits have been communicated are irrelevant.
- This means that a third task exists in addition to the two sets of tasks generally recognized as basic to new product development or product repositioning, that is, defining the brand profile and directing the development of the components of the marketing mix (physical product, packaging, distribution channels, pricing, advertising, etc.). This third intervening task is to select, from the many possible combinations of components, one that will communicate the desired profile in the most effective and least costly way. The question, "What should the fragrance of my product communicate?" is part of the broader question, "What is the most effective way at my disposal for communicating the desired product profile to my target consumers?" Let us, therefore, examine the ground rules of the art of selecting the best available set of marketing mix components.

The Selection of Communication Channels

Rule 1. Nearly every product benefit can be communicated through different components of the marketing mix. Thus high quality in a steak sauce can be communicated through the pro-

Table 1-3 Partial Representation of the Communication Channels Contributing to the Consumer's Mental Profile of a Product



ever the fragrance might have communicated when worn at the appropriate strength, it suggests cheapness, overbearingness, or an embarrassing mistake in grooming when overused. Generally, the association of a fragrance with a familiar object (step 2 in Figure 7-4) is made only if the fragrance is offered at about the level of intensity at which it occurs in the familiar object or at some lower level (the object might be far away). Whenever a fragrance is presented at a distinctly higher level, the association with the familiar object is destroyed. Thus floral or fruity odors no longer connote a natural quality if they are too intense. Eyferth* demonstrated dramatic shifts in communication content due to changes in the intensity of given fragrances.

The intensity of a fragrance obviously also affects its reach. A fragrance used in a product at an extremely low level is not perceived by anyone; fragrances at high intensity may be perceived by everybody within a considerable distance of the site of product application, both on application and for some time thereafter. Different levels of fragrance intensity are appropriate depending on what the fragrance is intended to accomplish. The relations between fragrance intensity and communication functions, with some examples, are given in Table 7-1.

The perceived intensity of the fragrance in a product depends not only on the level of perfume used but also on the specific product formulation (fragrances come through much more forcefully in certain formulations than they do in others), on the amount of product used in a normal application (a face mask versus an undermakeup moisturizer, a liquid household detergent used full strength versus a solid one greatly diluted for use), the normal location of use (products used outdoors such as sun screens or insect repellents versus products used in confined spaces such as oven cleaners or smelled at close range such as night creams). Personal products used on the face need lower fragrance levels to achieve the same subjective intensity than products used on other parts of the body.

*K. Eyferth, *Z. Exp. Angew. Psych.*, 12, 209 (1965).

Table 7-1 Intensity and Communication

Intensity	Typical Level of Fragrance Awareness	Communication Function	Examples
Low	User subliminally aware or not aware	1. Suggestion of overall product quality	Scouring powders, laundry bleaches, some toilet, facial tissues
		2. Suggestion of specific characteristic	Softness, mildness in baby products
		3. Masking of unpleasant notes in the product	Inks, certain cosmetic creams, textile finishes
Medium	User aware primarily at time of actual product use	1. Suggestion of overall product quality	Most cosmetics and toiletries, toilet soaps, dishwashing detergents
		2. Suggestion of specific product characteristic	Household deodorants, disinfectants, disposable diapers,
		3. Masking of unpleasant odor in environment	Splash colognes, foam bath
		4. Pleasing the user	
High	User and others aware also after product has been used/applied	1. Scenting the user	Perfume, cologne, bath oil
		2. Scenting the environment	Air fresheners, luxury toilet soap, sachets
		3. Signaling product use to others	Certain household cleaners